

Message Text

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ORIGIN AF-10

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FM SECSTATE WASHDC
TO AMEMBASSY MONROVIA

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E.O. 11652: N/A

TAGS: SOPN, LI

SUBJECT: "SIXTY MINUTES" VISITS LIBERIA

1. ASSOCIATE PRODUCER SUSAN STRATTON CALLED ON THE LIBERIA DESK JANUARY 13 TO DISCUSS UPCOMING PLANS FOR A TWENTY MINUTE SEGMENT TO BE AIRED ON THE CBS TELEVISION SHOW "SIXTY MINUTES." ACCORDING TO MS STRATTON, THE INITIAL APPROACH ON THIS PROJECT WAS MADE BY AMBASSADOR HERBERT BREWER IN LONDON, BUT CBS HAS BEEN IN DIRECT CONTACT WITH PRESIDENT TOLBERT AND IS WORKING THROUGH SENIOR PRESS SECRETARY HENRY COLE. CBS PLANS TO SEND PERSONNEL TO LIBERIA FOR APPROXIMATELY THREE WEEKS IN FEBRUARY, AND THE MODERATOR IS TO BE MORLEY SAFER.

2. MS. STRATTON IS NOT CERTAIN OF THE EXACT DIRECTION THE SHOW WILL TAKE. ON ONE HAND CBS INTENDS TO FOCUS ATTENTION ON PRESIDENT TOLBERT, HIS POLICIES, ACTIVITIES, AND PERSONALITY, AND PERSONAL INTERVIEWS ARE BEING PLANNED. ANOTHER THEME, HOWEVER, INSPIRED BY "ROOTS", IS TO DEVELOP THE MANY TIESEXISTING BETWEEN THE US AND LIBERIA OF WHICH UNCLASSIFIED

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MANY AMERICANS ARE UNAWARE. HER QUESTIONS CONCENTRATED ON THE PRESIDENT AND HIS ATTRIBUTES, THE US CONCESSIONS IN LIBERIA, AND LOCATIONS AND CUSTOMS IN WHICH THE OLD TIES MIGHT STILL BE OBSERVED.

3. FYI: IN DESCRIBING "SIXTY MINUTES", MS. STRATTON SAID IT WAS AN EXTREMELY POPULAR "SERIOUS" TELEVISION SERIES

WHICH WAS RANKED THIRD OF ALL SHOWS IN THE MOST RECENT
NIELSEN RATINGS, ATTRACTING APPROXIMATELY FORTY-FIVE
MILLION VIEWERS. SHE ALSO STATED THAT "SIXTY MINUTES"
IS PROUD THAT IT HAS ALWAYS BEEN ABLE TO RECEIVE RETURN IN-
VITATIONS FROM COUNTRIES WHICH IT HAS PREVIOUSLY COVERED.

CHRISTOPHER

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